

## **The Role of Facebook Social Media in Formation of Teenager's Personality in Selamat Village, Sibiru-Biru District, Deli Serdang Regency**

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### **Abstrak**

Penelitian ini berjudul "Peranan Media Sosial Facebook Dalam Pembentukan Kepribadian Remaja di Desa Selamat Kecamatan Sibiru-Biru Kabupaten Deli Serdang". Tujuan dari penelitian ini adalah untuk mengetahui bagaimana peran media sosial Facebook dalam membentuk kepribadian remaja di Desa Selamat Kecamatan Sibiru-Biru Kabupaten Deli Serdang. Teori yang digunakan untuk menganalisis penelitian ini adalah teori paparan media (media exposure) dan teori kepribadian menurut Eysenck. Jenis penelitian ini adalah penelitian kualitatif dengan desain deskriptif. Metode pengumpulan data yang digunakan dalam penelitian ini adalah wawancara dan observasi. Informan dalam penelitian ini adalah remaja Desa Selamat berusia 14-18 tahun. Hasil penelitian ini menjelaskan bahwa Facebook sebagai media sosial memiliki lima peran dalam pembentukan kepribadian remaja. Pertama, Facebook berperan sebagai media pengembangan diri dalam kehidupan sosial remaja. Kedua, Facebook berperan sebagai media swadaya bagi remaja. Ketiga, Facebook berperan sebagai media untuk mengekspresikan emosi bagi remaja. Keempat, Facebook berperan sebagai media pengembangan diri dalam mengembangkan minat pribadi dan kepentingan spiritual. Kelima, Facebook berperan sebagai media untuk membentuk citra diri yang berbeda bagi remaja.

**Kata kunci:** Facebook, Kepribadian, Remaja, Media Sosial

### **Abstract**

*This research is entitled "The Role of Facebook Social Media in Formation of Adolescent Personality in Selamat Village, Sibiru-Biru District, Deli Serdang Regency". The purpose of this study was to find out how the role of social media Facebook in shaping the personality of teenagers in Selamat Village, Sibiru-Biru District, Deli Serdang Regency. The theory used to analyze this research is the theory of media exposure (exposure media) and the theory of personality according to Eysenck. This type of research is a qualitative research with a descriptive design. Data collection methods used in this study were interviews and observation. The informants in this study were Desa Selamat teenagers aged 14-18 years. The results of this study explain that Facebook as a social media has five roles in the formation of adolescent personality. First, Facebook acts as a medium for self-expansion in the social life of teenagers. Second, Facebook acts as a self-supporting medium for teenagers. Third, Facebook acts as a medium to express emotions for teenagers. Fourth, Facebook acts as a medium for self-expanding in developing personal interests and spiritual interests. Fifth, Facebook acts as a medium to form a different self-image for teenagers.*

**Keywords:** Facebook, Personality, Adolescence, Social Media

## INTRODUCTION

Social media is one type of communication media, as stated by Saying Wen, he divides communication media into three types, namely: interpersonal communication media, storage media, and transmission media. Social media itself is included in the transmission media section in the network category (Update less than 2 decades) which means transmitting from one audience to another through network intermediaries (internet) (Bungin, 2011:114).

The existence of social media is inseparable from the rapid development in the realm of technology. Basically technology is intended to minimize limitations related to distance and time. The fabric of human interaction develops rapidly from time to time. Sociologists agree that social interaction is a fundamental requirement for carrying out social activities that present social reality. Max Weber observes social reality as something that is based on individual motivation and social activities (Narwoko & Suryanto, 2004: 20).

The social media favored by the public today is Facebook. According to CupoNation, Indonesia is known to outperform Thailand, Vietnam, the Philippines and Mexico in terms of being an active user of Facebook social media. It is also known that the total Facebook users in Indonesia reached 120 million or 44.94% of the total population at the beginning of 2019 (<http://m.bisnis.com>).

The existence of social media facebook in the midst of a teenager's life has become an interesting phenomenon. Facebook, which is known as an application for sharing posts, photos, videos, has increased in popularity since 2008, and in April 2010 in Indonesia, Facebook is known

to have users reaching 21,195,800 people. Facebook has also become an attractive social media because Facebook is centered on presenting all information from a user (<http://id.wikipedia.org/wiki/facebook>).

According to the pre-research conducted by the researchers, it is known that every teenager in Selamat Village, Sibiru-Biru District, Deli Serdang Regency almost has a smartphone that can be used as a Facebook social media tool. The intensity of their use of Facebook social media can be said to be very high, for example, in everyday life, they always post complaints about their feelings about the day they live, share posts from other user accounts, chat with people who don't. known and so on.

Based on this phenomenon, it is known that Facebook social media has entered the realm of today's youth life. This absolutely makes Facebook have an important role in shaping the personality of today's youth. From this problem, the researcher is interested in conducting a research and examining the problem with the title "The Role of Facebook Social Media in Formation of Adolescent Personality in Selamat Village, Sibiru-Biru District, Deli Serdang Regency".

## Social Media

Social media is a social device that is accessed online via the internet. Activities in it include interaction (communication), sending messages (messaging), sharing (sharing), and building networks (networking. Andreas Kaplan and Michael Haenlein define social media as "A set of applications that use the internet which is built on the ideology and technology of the Web. 2.0 which enables the discovery and exchange of user-generated content" (Kaplan

& Haenlein, 2010: 59-68).

Wikipedia defines social media as an online channel that allows a person (user) to easily engage in virtual social activities in the virtual world created by social networks ([https://id.m.wikipedia.org/wiki/Media\\_Sosial](https://id.m.wikipedia.org/wiki/Media_Sosial)). Social networking sites have the potential to meet the needs of adolescents in the social sphere, especially in terms of personal connection and sharing their activities with many people (Seo et al., 2014).

Facebook is one of the many existing social media which is known to have the most users in the world. Facebook has a definition that is an application to make friends with other people which includes sharing photos, videos, stories (posts) with the user (users). The word facebook comes from two words in English, namely face and book, so that facebook is defined as a face book.

Based on the results of a survey conducted by Pameline Felita et al regarding the types of social media used by teenagers, it is known that Facebook social media ranks second with a value of 80.6% (Felita, et al, 2016).

Mark Zuckerberg as the originator or creator of Facebook, initially targeted Facebook to be a liaison for Harvard students to get to know each other, namely as a liaison to find out the identity of individuals without live interaction (meeting directly) (Jasmine, 2009: 1).

Surprisingly, in just two weeks after its launch, half of all Harvard students have registered and have a Facebook account. Several campuses around Harvard also begged to join the facebook network, so this made Mark develop a facebook network with the help of two friends.

When the number of members is increasing and the network is growing. Mark

and his friends moved to California. There, they rented a condominium and continued to develop Facebook. An important point in the development of Facebook also occurred, namely the joining of Sean Parker (cofounder of Napster) and the investment obtained from Peter Thiel (co-founder of PayPal) who further developed Facebook. The amount of investment invested by Peter Thiel reached 500 thousand US Dollars.

Some of the features contained in Facebook are as follows (<http://ebisnisupdate.blogspot.com>):

a. Status Updates Fitur feature

This feature is a basic feature when someone opens this application, which is to update the status. Someone will also be able to upload statuses in the form of text, images, or videos which will later be published with all other Facebook users, if the status is interesting, usually the status will get a response (feedback) and thumbs up (thumbs up).

b. Timeline

Timeline is a feature that attempts to display content that has been posted by one person to another. This timeline feature is an update of the profile and wall on Facebook, meaning that this feature allows Facebook users to sort who is allowed to view their profile and wall on Facebook.

c. Friends

The friends feature is a feature that is intended to find and add friends on Facebook. This can be started via typing in search, then sending a friend request or friend request.

One user can get acquainted with other Facebook users if the user who receives the request accepts the friend invitation, but if the user who receives the

request does not want to accept the user who sent the request. So what the user has to do is refuse by pressing the "not now" option.

d. Like

Like is a form of positive feedback given by fellow users on Facebook social media. Users can leave a form of input that is supportive or positive by being represented by the like feature in the comments column of posts or advertisements shared by friends or other Facebook users.

e. Message and Inbox

Message and inbox are features that allow Facebook users to send messages to other users personally. This feature has appeared since the end of 2010, users can also convey messages addressed to many people at the same time.

f. Privacy And Security

Privacy and security is a feature that emerged because it was motivated by the widespread problem of burglary on Facebook accounts, privacy and security features were created to provide a sense of relief and peace to Facebook users from the threat of malware and account break-ins.

g. News Feeds

News feeds is a feature that is intended to provide information about the activities of friends or users on Facebook. This feature can be said to be a kind of special notification about other people, especially regarding events that are daily activity, monthly activity, annually event.

h. Notifications

Notification is a feature that indicates that there are notifications about incoming messages, friend requests, and feedback from other users.

i. Graph Search

Graph search is a Facebook search feature just like the Google search engine, but it is different because this graph search provides answers from the links available in the Facebook application.

j. Networks, groups, pages

This feature is a public feature that is usually intended for well-known companies or people who wish to expand their relationships or networks with all other users on Facebook by creating groups or fanpages.

Basically this facebook phenomenon is intended as a place to complain (vent) yourself and so on has been mentioned in one of the verses of the Qur'an, namely in Surah Al-Ma'arij verses 19-21 which reads:

لَإِنْسَانَ لَقَوْعًا الشَّرِّ الْآخِرِ

Meaning: "Indeed, humans were created to complain. When he is in trouble he complains. And when he gets good (wealth) he becomes stingy (Al-Ma'arij: 19-21).

### Personality

The term "personality" comes from the word personality. Personality is an English word adapted from the Latin word persona (Koswara, 1981: 10).

Personality is defined as certain characteristics or traits that are dominant in an individual. For example, someone who is cowardly is given the label "fearful personality", as well as someone who is arrogant is given the label "arrogant personality". It is not uncommon to find expressions such as "no personality" which generally refers to people who are shaky, inconsistent (changeable) and so on. So it can be seen that according to a general understanding, personality is something that refers to the appearance of an individual that gives rise to perceptions or judgments from one individual to another.

Personality encompasses both physical and psychic units, including both the visible and the invisible mind. Personality is the essence and modification as well as construction and development (Feist & Fesit, 2010: 86).

Lawrence A. Pervin defines personality as a personality trait that triggers the emergence of consistency of sentiment, reflection and character (Pervin, Cervoe, & John, 2010: 78).

In the following few verses, the Qur'an clearly explains the concept of personality which basically arises from the hearing, sight and heart.

لَكُمْ لَسْمَعٌ لَّابْصِرٌ لَّأَفْئِدَةٌ لِّيَالَا ا

Meaning: "Then He perfected and breathed into it His spirit (creation) and He made for you hearing, sight and hearts; (but) you are very little grateful (As-Sajdah: 9) ".

لَلَّهِ أُمَّهُنَّكُمْ لَا لُمُونَ اَلْكُمْ لَسْمَعٌ لَّابْصِرٌ لَّأَفْئِدَةٌ  
لَعَلَّكُمْ ٧٨

Meaning: "And Allah brought you out of your mother's womb knowing nothing, and He gave you hearing, sight and heart, so that you may be grateful (An-Nahl: 78).

As for some of the previous understandings of personality, it can be seen that personality is a character or characteristic of a person who comes from formations received from the environment (Sjarkawi, 2006: 11).

Allport explicitly examines that there are six criteria for a normal or healthy personality, among others (Mahpur, 2003: 17-21):

a. Expansion of self-feeling

Individuals have the will to observe things that are outside their own area. The regional atmosphere and peace together with other individuals is something that is

important to pay attention to outside of oneself. A person who has a normal or healthy personality has an energetic development of social vitality. This has shaped him to have extensive self-knowledge about the reality of life so that he can easily solve various problems that suppress him.

Allport said, "All individuals have love for themselves, but only self-expansion is an indicator of self-maturity" (Feist & Fesit, 2010: 87).

This means that someone who has these personality criteria is not someone who likes to isolate themselves and run away from social responsibilities. In other words, individuals who have these personality criteria conditions will explore the various opportunities that exist so that their existence remains famous, namely by participating directly in all activities.

This activity is what Allport further refers to as authentic participation carried out in several fundamental situations. In other words, when an individual involves himself a lot in self-expansion through activities and empowering ideas, then the individual will be more fit and psychologically mature.

b. Warm relationship with other

There are two types of warmth in dealing with others as expressed by Allport, namely the capacity for intimacy and the capacity for emotion. The capacity for intimacy is a well-developed feeling of self-expansion which can be interpreted as a feeling of unconditional love (sincere). Meanwhile, the capacity to feel touched is defined as a sense of empathy for kinship and for other nations, meaning

that the capacity for feeling touched refers to the nature of humanity towards others, such as not judging.

- c. **Emotional Security or Self-Acceptance**  
Emotional security is something that is defined as patience or not giving up on failure. Individuals with healthy personalities are able to control their emotions so that these emotions do not interfere with their personal activities, instead these emotions are directed to constructive things. Self-acceptance, individuals who are able to achieve good self-acceptance are characterized by the absence of prestige in their lives. The individual will be sincere and grateful for everything related to him. The person will also think about the impact or consequences of all the actions they want to do.
- d. **Have a realistic perception of the surrounding environment**  
Individuals who have a realistic perception of the surrounding environment are defined as individuals who have an impression according to reality on everything related to their environment. The individual is not elevated about his situation, because he already understands the truth or reality that exists. The individual is also smart to see the right conditions or situations to give expectations (hope), and knows the right time for himself to retreat or give up on something.
- e. **Insight and Humor**  
Insight is deep knowledge or a high level of self-knowledge of oneself. Allport revealed that individuals who have a deep self-understanding or better are individuals who are more brilliant than individuals who have less deep self-

understanding. In other words, individuals who have insight are individuals who are open-minded to inputs or opinions of other individuals in explaining rational self-representations (objectives).

Likewise with individuals who have a good sense of humor, meaning immoral with others. The individual will be laughable meaning they can observe absurd or strange situations in this realm of life so that they do not rely on sexual or violent topics to make other individuals laugh.

- f. **A unifying philosophy of life**  
A healthy personality certainly has ambitions or desires that lead to the future. This ambition or desire is essentially rooted in insight or a clear understanding of the purpose of life which gives birth to a philosophy of life that unites all areas of life. Allport stated that they were crucial to the development of a unifying philosophy of life. Intuition is what plays a role in a unifying philosophy of life. Unhealthy intuition is defined as intuition that is childish, and enslaving. Healthy intuition is a feeling that is present in order to fulfill obligations to oneself and other individuals

### **Adolescence**

Adolescence comes from the word adolescence, which is a Latin word which means "puberty or growing towards maturity" (Ali, 2011: 9). The term adolescence also undergoes further development so that it contains a broader meaning, including mental maturity, feeling, interaction and physical. Piaget expresses an understanding which states that psychologically, "adolescence is an age that is neither called children nor adults, the age

of seeking true identity" (Hurlock, 1980: 206). In addition, the term *akhil baligh* is defined as the start of a period for humans to be obliged to do worship or religious laws and stay away from all prohibitions that are forbidden by religion (Rojak & Sayuti, 2006: 2).

DeBrun (1990) defines "adolescence as a period of age in which the individual grows towards maturity". Papalia and Olds (2001) define "adolescence as a transition period from childhood to adulthood starting at the age of 12 or 13 years and ending in the late teens or early twenties" (Jahja, 2011: 220).

## RESEARCH METHODS

This research is a qualitative research with a descriptive design. This qualitative descriptive research is a study that seeks to describe a phenomenon that occurs in the midst of society. This descriptive qualitative research focuses on recent concrete issues without giving special treatment (treatment) to these issues. The type of data that will be obtained is in the form of words, pictures, and behaviors that are full of meaning.

The researcher conducted research at Selamat Village, Sibiru-Biru District, Deli Serdang Regency. The researcher used purposive sampling technique in determining the research informants in this study. This purposive sampling technique was essentially chosen by the author because this technique intentionally took certain samples that were in accordance with the criteria determined by the authors, the authors knew very well that in sampling, the sample must be able to reflect or represent the entire existing population.

## RESULT AND DISCUSSION

Based on the statement of the teenagers in selamat village, it can be seen that besides the reason for teenagers in making Facebook, Facebook provides ease of access to its use in terms of internet data consumption. The reason for teenagers in making other Facebooks is to find out the activities of other people and carry out communication activities with other people, both known and unknown, and it is known that teenagers prioritize online communication activities from Facebook rather than chat applications or other types of social media.

According to the views of the two teenagers regarding the reasons for having a Facebook account, the author can conclude that teenagers are very enthusiastic in fostering communication with their peers, which can be seen from their actions by creating and having a Facebook account so that their communication activities remain intertwined with other people.

Teenagers are individuals who have not worked so they still rely on their parents to fulfill their daily needs, a simple example is the need for internet quota. Teenagers in the millennial era are very familiar with technology in the form of social media, one of which is Facebook social media. This is actually unwittingly supported by Facebook itself, where it can be seen that Facebook offers its users to play Facebook using relatively little internet data and a simple and easy-to-understand way of accessing usage for all ages. Therefore, it can be seen that this is one of the advantages of Facebook over other social media, so it is not surprising that teenagers like to spend their time on Facebook or choose to use Facebook as the main social media in communicating with

their friends.

The author describes personality in this study through personality criteria according to Allport. Allport divides it into 6 namely "extension of self-sense; warm relationships with others; emotional security and self-acceptance; realistic perception of the surrounding environment, insight and humor, as well as an integral philosophy of life. Referring to the six criteria, the author arranges questions related to the role of facebook in shaping the personality of adolescents, and generates data. Here's the description:

### **Facebook acts as a Medium for Self-Expansion in The Social Life of Teenagers**

Based on the statement expressed by teenagers in Selamat Village that were interviewed by the researcher, it can be seen that teenagers use Facebook to expand their network of friends and to get to know others more deeply through activities or activities that that person publishes on Facebook. This indicates that teenagers are very interested in their social life, especially to strengthen friendship ties, they will also try to understand and find out all information about people or their friends on Facebook.

Facebook provides facilities for teenagers to build their social life both with people they know and those they want to know more deeply. The self-expansion referred to here is that teenagers use Facebook to find out more about various aspects of themselves that are in their friends to fill aspects of their social life. So from this first role, it is known that Facebook social media bridges the formation of teenagers' personalities to be more social towards others.

### **Facebook acts as a Medium of Self-Entertainment for Teenagers.**

Based on the data that the author got from interviews with teenagers in Selamat Village, it can be seen that teenagers use Facebook in addition to socializing as well as looking for entertainment or other words to entertain themselves. Therefore, it can be seen that from the amount of content that is spread on Facebook, one of the content that is most favored by teenagers is funny content (comedy).

On social media facebook, accounts that are humorous or witty are known to be very numerous and these accounts can be ascertained to have many followers. The tendency of teenagers to entertain themselves through Facebook is a form of escape from their daily activities. Teenagers use Facebook with the intention of getting entertainment in the form of fresh humor that is obtained through content from comedy accounts on Facebook.

Facebook offers a variety of entertainment content that attracts the attention of teenagers. Teenagers decided to make facebook as their escape to entertain themselves. So from this second role, it is known that Facebook social media bridges the formation of teenagers' personalities so that they are not rigid in their daily lives.

### **Facebook acts as a Medium for Expressing Adolescent Emotions**

Based on the statements of the teenagers, it can be seen that teenagers tend to make emotional disclosures about themselves to others, especially through the social media intermediary Facebook. As for their purpose of venting or expressing emotions solely to release the pressure or anxiety caused by these emotions, it means



that they want to share what they feel with other people or the public so that in the end the teenager feels relieved and not depressed. Teenagers also really need advice, direction or input about what they are feeling or what they are facing or going through.

Based on the statements expressed by the teenagers, it can be concluded that the role of Facebook in shaping the personality of teenagers is that Facebook acts as a medium to express emotions for the teenagers themselves. As for the response or responses in the form of negative perceptions that may be given by others to themselves, they tend to ignore it, they don't care about what other people say, because they think that their feelings should be prioritized or paid attention to rather than perceptions. the negative perception.

So from this third role, it is known that Facebook social media bridges the formation of teenagers' personalities to be open and open-minded towards themselves and others.

### **Facebook acts as a Medium to Develop Personal Interests as well as Spiritual Interests**

As for the statements of the teenagers in Selamat Village, it can be seen that teenagers who are Facebook users are known to intentionally add accounts that match their personal interests. As the author has said before that teenagers interpret personal interests like a hobby. Their main goal in adding accounts that match their personal interests is of course wanting to develop their demand in terms of knowledge regarding their personal interests.

Basically, teenagers need a direction regarding an aspect in themselves, especially related to personal interests. Starting from their interest in something, finally they end

up chasing everything related to it as a form of direction towards that interest or interest. Teenagers' actions in adding accounts related to their personal interests on Facebook are positive actions for their self-expansion which ultimately form a good or healthy personality. So from this fourth role, it is known that social media facebook bridges the formation of adolescent personality into someone who is aware and enthusiastic about their quality in terms of insight and belief (beliefs).

### **Facebook acts as a Medium to Form a Different Adolescent Self-Image**

Thus, from the statements expressed by the teenagers, it can be seen that teenagers use Facebook as a medium to form a different self-image or impression. Teenagers want to give an impression of themselves that is different from themselves in the real world. They want to look different, for example, look more attractive, more talkative, narcissistic and so on, which they never show or do in their daily lives.

In general, teenagers do not pay much attention to their image in everyday life. But they pay attention and show a different side of themselves or a new image to look more attractive and better on Facebook than their everyday self. The teenagers admitted that there was a feeling of comfort and calm when they became individuals who had a different image from real life on Facebook.

As for this happening, it can be said because they have not fully accepted themselves, there are factors in real life where they cannot have a self-image like the self-image they always display on Facebook. Humans are consciously always trying to be the best, as well as teenagers on Facebook. Facebook for them is a new world to do what

they like freely without any supervision or regulation from their parents or other people, because the freedom that Facebook brings is what makes people want to display a different self-image from everyday life.

So from this fifth role, it is known that social media Facebook bridges the formation of adolescent personalities to be unrealistic towards themselves, although on the other hand it bridges the formation of self-confident adolescent personalities by forming a different self-image that they desire or what they want is different from their self-image in the world. everyday life.

## CONCLUSION

The role of facebook in the formation of adolescent personality in Selamat Village, Sibiru-Biru District, Deli Serdang Regency, which the researchers did, obtained a conclusion which refers to the results of research and discussion, the conclusion is that social media facebook has a crucial role in the formation of adolescent personality where the roles This confirms that Facebook has become a social media that is close to teenagers and plays a role in the formation of their personality along with the need to use it which includes the up-to-date features and things provided by Facebook social media.

The researchers concluded that the findings that the researchers got found that social media facebook has five roles in the formation of the personality of adolescents, while these roles are: (1). First, Facebook acts as a medium for self-expansion in the social life of teenagers; (2). Second, Facebook acts as a medium of self-entertainment for teenagers; (3). Third, Facebook acts as a medium to express emotions for teenagers; (4). Fourth, Facebook acts as a medium for

self-expansion in developing personal interests and spiritual interests; (5). Fifth, Facebook acts as a medium to form a different self-image for teenagers.

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